

Tobacco Revenue, Use, Spending and Tracking Commission (TRUST)  
Bureau of Tobacco and Chronic Disease (BTCD)

**January 22, 2014**

Arizona Department of Health Services  
150 N. 18<sup>th</sup> Avenue, Room 415B  
Phoenix, AZ 85007

***MINUTES***

**Members Present:**

Matt Madonna  
Bill Pfeifer  
Ron Spark  
Kelly Hsu

Scott Leischow  
Tawanda Johnson-Gray  
Kelly Grose

**Members Absent:**

Edmundo Hidalgo  
Dana Russell  
Sharlene Bozack

**ADHS Staff:**

Ben Palmer, ADHS BTCD  
Courtney Ward, ADHS BTCD  
Karen Boswell, ADHS BTCD

Anna Alonozo ADHS BTCD  
Wayne Tormala, ADHS BTCD

**Public Attendee:**

Anthony Forschino –ADOR  
Brian Hummell – ACS CAN  
Erika Mansur – AGO  
Robert Bray – ADOR

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Nicole Olmstead – AHA  
Mary Kurth – ALA

**Call to Order**

Chairman Bill Pfeifer called the meeting to order at 10:08 a.m.

**Approval of Minutes**

Mr. Pfeifer asked for any final comments for the minutes dated 10-28-2013. None were received. Mr. Madonna motioned for approval of the minutes. Dr. Ron Spark seconded. Minutes were approved.

**Introductions**

Mr. Pfeifer asked the TRUST, ADHS staff and public attendees to introduce themselves with their name and affiliation.

BTCD Bureau Chief, Wayne Tormala, had a couple of updates pertaining to administrative changes at ADHS. Dr. Cara Christ will now be the interim Deputy Director for Public Health Services. The position was vacant. Dr. Cara Christ is currently the Assistant Director of Licensing at ADHS and will continue to act in that role until they find someone to fill the position.

### **Nominating Committee**

Nominating Committee member, Matt Madonna, reported that he and Scott Leischow, other nominating committee member, propose Sharlene Bozack to be the new chair of the TRUST Commission. Mr. Madonna reviewed Ms. Bozack's resume with the other TRUST Commissioners and stated that this would be a one year term as chair. TRUST Commissioners approved the nomination. Bill Pfiefer has resigned as Chair but will continue to serve on the TRUST. Ms. Bozack's duties start as chair immediately.

Ms. Bozack will appoint a new nominating committee at the next TRUST meeting which is tentatively scheduled for May 2014.

### **Financial Update**

Karen Boswell presented on BTCD financials. Highlights from this presentation are outlined below:

- Ms. Boswell provided an update on Prop 303 and Prop 200 funds and how funds are allocated.
- BTCD had a significant drop for revenues for the month of December which is most likely due to payments coming in late through DOR. The revenues should start to level off again starting in January.

### **Tobacco Update**

Courtney Ward presented on Tobacco Program updates. Highlights from this presentation are presented below:

#### **Public/Private Partnership:**

- Convened Stakeholder Meeting on July 24, 2013
  - Educational opportunity for public and private partners: 11 national and International brokers invited and 6 insurers invited
  - Data driven – shared assessment data and information on ASHLine
  - Meeting with invitees one on one to discuss collaboration and partnerships
- Working with six Health Plans: MercyCare, Aetna, HealthChoice, HealthNet, United Healthcare and BCBS
- Working with three brokers: Lockten, CBIZ, Inc., and Levitt and Touche.
  - Businesses reached through brokers include: Cox Cable, Drake Materials and BE ArrowSpace

#### **CDC Sustainability Workshop Recap:**

- Focus on Domains for 1) Partnerships 2) Evaluation and 3) Communication
- Create an Action Plan
  - Create SMART Objectives for each Domain with activities to achieve objective, responsible parties and deadlines
  - To be completed by end of November 2013
- Next Meeting February 11<sup>th</sup> 1-3PM; Dave Nakashima to facilitate
- Address "Communications" Domain
- BTCD to provide an IGNITE presentation to start the conversation
- Development of Action Plan for Communications Domain
  - steps to achieve objectives
  - roles and responsibilities
  - indicators of success
  - needed resources (non-financial)
  - progress checks

## **Retail Registry Update**

- BTCD submitted the TRUST's motion to have the ADHS Director consider proposing legislation for a tobacco retail registry for this legislative session. However, the Director has had little luck in the past with getting legislation introduced and passed so was not in favor of this motion. The voluntaries (ACS CAN, ALA and AHA) have elected to see what other options might be available for this legislative session.

## **BRFSS and YRBS Updates**

### **BRFSS Numbers:**

- Adult smoking rate dropped from 19.2% to 17.1%
  - Equates to 72,000 less smokers in AZ!
- Males still smoke more than Females (19.6% compared to 14.7%)
- Highest prevalence is between the ages of 25-34
- Blacks/Non-Hispanics smoke more than any other Race/Ethnicity at 24.1%
- 19.5% of smokers have been diagnosed with coronary heart disease (CHD)
- 46.6% of former smokers have been diagnosed with CHD
- 33.9% of those who have never smoked have been diagnosed with CHD
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- 46.6% of former smokers have been diagnosed with CHD
- 33.9% of those who have never smoked have been diagnosed with CHD

### **YRBS Numbers:**

- Percent of students who smoked a whole cigarette for the first time before age 13.

2011	<b>2013</b>
11.2%	<b>8.4%</b>
- Percent of students who smoked cigarettes on one or more of the past 30 days.

2011	<b>2013</b>
17.4%	<b>14.1%</b>
- Among students less than 18 years of age who reported current cigarette use, the percentage who usually got their own cigarettes by buying them in a store or gas station during the past 30 days.

2011	<b>2013</b>
15.1%	<b>8.6%</b>
- However, use of a waterpipe (hookah, shisha, narghile, etc.) is on the rise.

## **Marketing Update**

Benjamin Palmer presented on the Marketing updates. Highlights from this presentation are presented below:

### **Prevention – STAND**

- Winter in the Pines – Recap: Over 60 youth coalition leaders met in Lakeside Arizona for the second annual winter summit to plan events for Kick Butts Day (KBD, World No Tobacco Day (WNTD) and the 2014 STAND Summer conference. Highlights from the summit are listed below:
  - KBD: This year's KBD will be at the State Capitol on the Senate lawn from 11am to 1pm. STAND, in coordination with ALA, ACS CAN, AHA and other partners will be promoting tobacco control efforts on March 18<sup>th</sup> and STAND coalition members will be brought in from around the state. STAND members will be speaking to the District Legislators about local policy they are working and will be speaking to pertinent state proposed tobacco legislation, if applicable.
  - WNTD: The youth wanted to showcase a community event for WNTD this year. The intent is to involve "untapped" partners, such as the fire/police department and others to see what they can do in collaboration with other local health or health like entities.

- STAND Summer Conference: The youth chose a 50's theme for the overall theme of the conference and decided to do a Masquerade Ball for the Awards Gala. The conference will be taking place at the WigWam in Litchfield Park on June 6<sup>th</sup> through the 8<sup>th</sup>. BTCD is looking to bring back Dr. Victor DeNoble to speak to the youth.

### **Project Quit:**

- Mr. Palmer shared that Project Quit is conducting 120 day check-in's with the four participants from the campaign. Although all participants have relapsed with their tobacco use, the plan is to use that relapse to continue to tell their story and show how quitting tobacco is a journey and very difficult. The content developed from the check-in will live online.
- Two revamped PQ/ASHLine ads were shown.
- Project Quit will be doing a series of events across Phoenix in the month of January to promote the campaign and to promote ASHLine. The "Project Quit Mobile Experience" will have an ASHLine referral station, video booth to capture testimonials of folks who have quit tobacco or who want to quit as well as other quit resources.

### **CIGNAL:**

- Mr. Palmer showed and explained the revamped thecignal.com and explained how the new site is meant to engage youth more and be more topical with correlating quitting tobacco to other healthier alternatives.

**Secondhand Smoke (SHS) Update:** Mr. Wayne Tormala gave a brief update on the SHS campaign. ADHS BTCD reviewed twelve proposals from the RFP solicitation and selected five agencies to come and do "pitch meetings." Members from ADHS, county partners and community partners made up the review panel for the pitch meetings. Ultimately, the group chose RIESTER, Inc. as the awardee for the campaign. A planning committee will be created to start discussing the campaign which will be rolled out in three phases and it's intent is to "set the stage" for public acceptance of secondhand smoke policies in the state.

### **Closing Remarks**

Dr. Spark expressed his support and excitement for the tobacco retailer registry. He also commented that he would like an update on what's being done with tobacco efforts and mental health as well as what can be done with those incarcerated. Dr. Spark also looked forward to seeing the development of the secondhand smoke campaign.

The meeting adjourned just after 1pm for a brief reception to recognize Bill Pfeifer's time as Chairman of the TRUST.

### **Public Speaking Comments**

None

### **Meeting Adjourned at 1:07 pm**

The TRUST Commission is a public meeting. In compliance with the State of Arizona's open meetings laws, the recorded minutes for the January 2013 TRUST Commission meeting are available to the public three working days after the meeting. Please contact the TRUST Coordinator at the Bureau of Tobacco and Chronic Disease, 602-542-2075, to make arrangement to obtain the minutes.